



REAL
WORTH

Impact Report 2022/23

Certified



Corporation

1. RealWorth in 2022	4
2. Our Work	5
3. What Our Clients Say About Us	6
4. Our Impact	7
5. Our Community	8
6. Our People	9
7. Our Environment	10
8. Lessons and Commitments	11

We embarked on our B Corp journey in 2020 to help us improve our understanding of how our business was performing against its purpose and to explore how we could optimise our impacts over time.

This report is prepared at the end of our first year as a certified B Corp. We have already come a long way in our thinking and in our actions, but there is still much more we can do.

We can now see much more clearly the steps that we can take to further improve the positive impacts that we can have on people, place and the planet.

The B Corp annual reporting requirements and the three-year recertification process are providing us with a clear focus and methodology to become a better, more impactful business.



Phil Higham

Director



RealWorth in 22/23

21 clients

27 projects

£6bn+ capital value

1,439 stakeholders engaged

18 community groups supported

£360,950,000 social value calculated

RealWorth is a social value consultancy that helps organisations to identify, optimise, measure, and communicate the social impact of buildings, places, and programmes.

We work with public sector authorities, developers and the third sector to show how the built environment can positively impact on people and their communities.

We use accounts from the people affected by change, information about local social and environmental conditions and evidence from similar places elsewhere to understand how development creates social value and produces a social return on investment.

We believe that the more you understand and value social change, the more you can influence it.



Examples of Our Work

Earls Court Development Company

The Earls Court Development Company (ECDC) retains RealWorth to optimise and measure the social impact of the activities associated with the planned £4bn regeneration process. This long-term appointment seeks to integrate social value into a wide range of functions conducted by ECDC during the planning, design, construction, and occupation phases of the development.

In 22/23, we:

- Advised on on masterplan and design proposals
- Evaluated and reported on the impact of community and meanwhile activities.
- Analysed and reported on the social impact of masterplan proposals
- Helped to demonstrate the public benefits of the scheme to the community and local authorities
- Created a Sustainable Development Charter
- Established KPIs to establish social impact targets and performance measurement



Everton in the Community

Everton Football Club created “The People’s Project” to understand and optimise the social value created by the stadium move including both the new stadium development and the legacy project for the use of the existing stadium.

In 22/23 we:

- Updated our previous (2020) impact analysis
- Evaluated and reported on the Club’s charity Everton in the Community (EitC)



Mount Anvil & Catalyst Housing

RealWorth is working with the Development Partners at Friary Park in Ealing to establish and deliver a Local Partnerships Strategy.

In 22/23 we:

- Met with local charities, voluntary groups and social enterprises to determine their needs and support requirements.
- Worked with Development Partners to understand resource availability and impact priority areas
- Drafted partnership support charters for the next 1-3 years.
- Helped to establish lasting trusted relationships

The project is helping the Development Partnership to establish and deliver positive social impact for residents and the wider Ealing community.

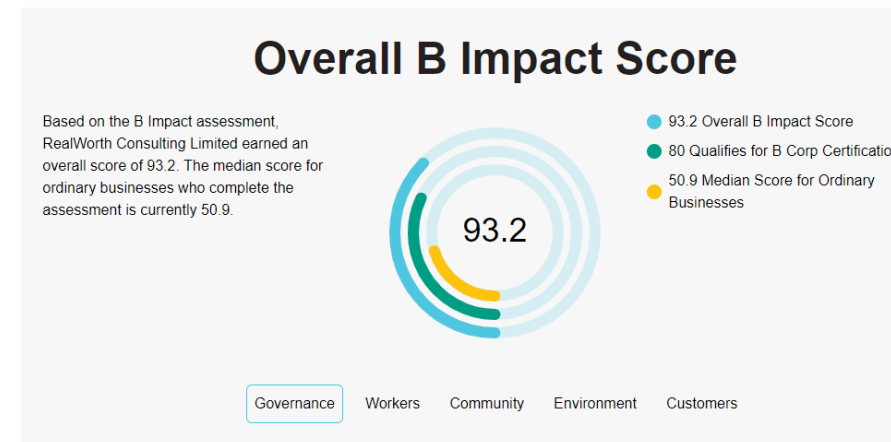


Our B Impact scorecard

When we became certified in April 2022, we achieved a B Impact score of 88.8.

We updated our Impact again in March 2023 to understand how we have progressed over the previous 12 months. As a result of the actions we have taken, we have increased our score by 5% to 93.2. This highlights the work we have put in to enhance our community, people, and environmental practices.

In the next 2 years, before formal recertification (April 2025), we are aiming to achieve an overall B Impact score of 100.



Case Study: Volunteering at Liverpool Cares

“I have been volunteering with Liverpool Cares since 2019 in one form or another. Liverpool Cares is a great charity which facilitates inter-generational social mixing through organised group activities in and around Liverpool. It brings people together, breaks down generational barriers and tackles loneliness and isolation, not just in older neighbours, but in younger neighbours too. I’ve tried all sorts of activities through volunteering with them - sing-alongs, acting, crafts, poetry, and bird watching. The list goes on.



Since April 2021, I have been volunteering through the “Love Your Neighbour” programme, where I have a one-on-one match with a lovely older gentleman. Every week we get together for a cuppa and chat about music, cycling, hiking, travel and anything else that comes to mind! It’s a small thing that can make a really big difference in reducing isolation and improving wellbeing.

Thanks to the Giving Back allowance at work, I’m able to visit every Tuesday afternoon and am able to be a constant in his life.”

Robyn Hargreaves, RealWorth Consultant

In numbers...

102 hours dedicated to giving back

£1,173 value of volunteer activities

25% of employees who have spent over 1 hour per week volunteering

Our Impact: Community

In 2022/23, we...

- Hosted three ‘Thought Leadership’ Groups (TLG) which discussed how to maximise social impact of real estate with a network of development professionals
- Mentored a young development professional as part of the mayor of London’s ‘Makers & Mentors’ programme
- Participated in the fight against furniture poverty by engaging with a local charity as a board member
- Volunteered with local charity ‘Liverpool Cares’ to develop social cohesion and build community
- Became co-chair of the Manchester B Local group - a regional group to promote B Corp to members and other interested organisations

In 2023/24, we will...

- Continue to lead the industry-wide discussion and thinking on using the built environment as a force for positive social change
- Target 100% employee community volunteering
- Allocate 10% of 22/23’s profits to pro-social causes, including pro-bono work and volunteering hours

How we will do this

- Host a further three relevant TLG sessions to stimulate discussion and thinking on social impact of the built environment
- At least double 22/23’s volunteer hours
- Match fund staff’s personal fundraising efforts
- Provide pro-bono advice to at least one client

Our Impact: People

As a company whose mission and purpose is to create positive change for community, it is important that people are at the core of our business. In this report we highlight the ways in which we look after our staff.

In 2022/23, we...

- Set up a 'cycle to work' scheme which provides our employees with discount bikes
- Provided £500 per employee 'wellbeing allowance'
- Offered flexible working hours and 4-day weeks for employees
- Introduced quarterly team-building days
- Provided internships to two young professionals out of University
- Carried out our annual employee survey
- Offered pay rises in line with inflation

In 2023/24, we will...

- Continue to prioritise health and happiness with for our employees
- Be open to suggestions for new interventions to improve employee welfare

How we will do this

- Develop and improve our annual employee survey
- Hold a minimum of four staff teambuilding days, chosen by staff
- Include quarterly personal development meetings with all staff
- Host monthly teamworking lunches to improve collaboration and understanding
- Supporting our staff in achieving one qualification each year

In numbers...

£355 of wellbeing allowance match funded per person

2 number of team days

2 number of internship/ work placements provided



In 2022/23, we...

- Set up a 'cycle to work' scheme which provides our employees with an affordable way to purchase bikes
- Minimised our travel to work carbon emissions, through individual preferences and an office move that promotes active travel and public transport
- Travelled to client meetings via public transport where possible
- Continued our paperless mission
- Used ethical and environmentally positive practices wherever possible, such as the use of Ecosia.

In 2023/24, we will...

- Explore ways to reduce our carbon emissions as an organisation
- Engage in active environmental good

How we will do this

- Ensure that no member of staff drives to work more than once per week
- Engage with and donate to local pro-environmental causes
- Organise an 'eco-awareness day' at least once a year

In numbers...

7.34 tonnes of CO₂e produced

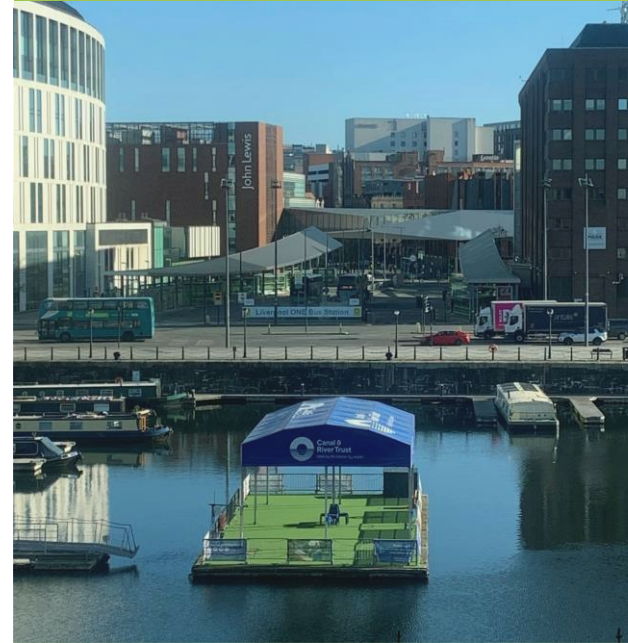
260 kilograms of waste produced

£182 paid to <https://www.forestcarbon.co.uk/> to offset our total climate impact

Our Impact: Environment

We are a small organisation, and as such our impact on the planet is relatively minimal. We take conscious decisions wherever possible to keep it this way.

The biggest sources of carbon emissions through RealWorth's activity were business travel and office utilities which accounted for 87% of our combined CO₂e output.



Our Impact: Clients

We provide our clients with tools to optimise their social impact. We are always seeking to improve how we do this.

In 2022/23, we...

- Worked with 21 clients (and their partners) on 27 projects
- Worked with 6 new clients
- Continued to monitor customer satisfaction through end-of-project interviews and consistent feedback and responded appropriately
- Introduced a discounted offer for small scale projects that created value
- Improved our report monitoring process

In 2023/24, we will...

- Continue to improve our service by responding to customer feedback
- Seek new clients who are interested in developing their socially responsible processes

How we will do this

- Develop and implement a new way of graphically representing our findings and recommendations
- Update the way we communicate progress to clients to improve continuity and consistency
- Strengthen our assessment tools which help us understand an organisations aims and objectives prior to working with them

Overall Performance

9.6

Quality of Service

9.3

Value for Money

9.1

“RealWorth’s level of knowledge about optimising and measuring social impact of real estate is best in class.

Every single interaction and experience with the RealWorth Team was exceptional.”

Wesley Ankrah

Former Director of Social Value at Dominvs Group

Giles Beswick

Chief Purpose Officer at Vita Group

“This was an interesting exercise for us which has helped open our eyes and our minds to new possibilities in our continual quest to evolve the benefits of our core proposition.”

“Social Value plays a big part in any market. Getting RealWorth’s advice and specialism around sustainability with regard to people is important. Social Value needs to be right up there at the top of projects.”

Jackie Ferguson

Senior Associate at Perkins and Will

In 2022/23, we...

- Completed an impact assessment, updated our governance documents, and became a certified BCorp.
- Continued to operate with financial transparency to our team, regularly discussing budget and annual income
- Produced our first Impact Report
- Worked with employees to ensure that their working hours and days best reflected their needs.
- Co-created any job advertisements with our team

In 2023/24, we will...

- Review and, where appropriate, improve our cyber security
- Seek to improve the diversity of the team
- Reflect on our working principles to ensure that they continue to be the most practical and relevant

How we will do this

- Apply for an independent Cyber Essentials Certification
- Ensure each of the team undertake cyber security training
- Proactively seek to promote job vacancies to people from vulnerable groups
- Update our development and project reviews to reflect our social and environmental objectives

Our Impact: Governance

Our organisation operates with a horizontal structure, in which all members of the team contribute similarly to workload and decision-making.

We operate on a 'policy-light' basis so that decisions are made in the context on which they arise, and by the team as a whole, to ensure the correct outcomes are achieved.



Lessons and Commitments

Putting this report together has been an insightful reflection on our previous 12 months as a B Corp. We've learned a lot more about our impacts and how we can improve:

- **Services:** Over the previous 12 months we have been examining ways to generate more pro-social outcomes from our work. We have expanded our service offer to benefit Voluntary and Community Groups and Social Enterprises. We are targeting to increase the amount of work we are doing in this area.
- **People:** As a micro business, we are 'policy-light' as we prefer to meet the needs of our staff on a personal, less formal basis. However, we will benefit from collaborating with other small B Corps through our new network to establish practices that benefit our people. We have already had some productive discussions in this area to date and we are excited for these to continue.
- **Community:** While we have contributed in many ways to our local community, on reflection we have lacked structure and rigour. Going forward, we will address this by setting clearer targets and KPIs to value our community impact and use this to improve year on year.
- **Environmental:** As a microbusiness, we have found it difficult to identify how we can reduce our impact in this area. We will continue to try to influence our landlord to reduce their impact, monitor and minimise our travel miles and prioritise our use of public transport. We will seek advice from other B Corps on ways to improve in this area.

Get in touch

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Sign up for our mailing list [here](#)

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Certified



Corporation

This company meets the
highest standards of social
and environmental impact